Help run and improve State Department websites



Project Title	Help run and improve State Department websites
Project Silmmary	Get behind the scenes of running a major federal website: write and edit, analyze data, and suggest new ways to share U.S. foreign policy information.
Country	United States

Project Description

The Office of Global Web Platforms is part of the Bureau of Global Public Affairs (GPA), which shares U.S. foreign policy priorities and the importance of diplomacy to American audiences, and engages foreign publics to enhance their understanding of and support for the values and policies of the United States. As part of GPA's Digital Strategy office, we work with colleagues to share information online: through social media, email outreach, and on the web.

We have three main web efforts: first, we manage the main State Department website, working with people across every part of the Department. We need help with writing and editing, fixing problems, and identifying new ways of doing things. Along the way, you'll get to learn a lot about U.S. foreign policy. Second, we run the platform on which nearly 200 embassies and consulates update their own websites. We're just starting a redesign project, and you'll help us move to the new design. Finally, we run an internal website that provides public diplomacy guidance and outreach tools to State staff around the world. As you help us keep up with new information, you would learn how we share information among ourselves.

Although this position is about helping run our websites, you don't need coding or web management experience. The focus will be on writing, analysis, and visual content. We'll train you on anything else you need.

Managing our web content:

- -Updating/proofreading/streamlining website content.
- -Creating best practices for content writing and research.
- -Improving how our sites work for users with special needs.
- -Identifying how to engage more people via our websites.

Improving how our search engine works:

- -Identifying and testing new ways to improve search results.
- -Enhancing how we tag pages
- -Reviewing web analytics data and feedback to identify opportunities to make search work better.

Required Skills or Interests

Skill(s)
Analytical writing
Data analysis
Data visualization
Editing and proofreading
Research
Storytelling/blogging/vlogging

Additional Information

Qualifications/Character:

- -Proficiency in WordPress as the Content Management System is a plus, but not required.
- -Prior web content writing experience and using plain language is strongly preferred.
- -Experience and passion for digital communications, especially via websites.
- -Flexible, open to ideas and feedback.
- -Able to work independently but is also a good teammate.
- -Proficiency at using Google Docs and other online collaboration tools is a plus, but not required

Language Requirements

Language Speaking Proficiency Reading Proficiency Importance

Spanish Limited working proficiency Limited working proficiency Nice to Have